

INFORMATION LETTER

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N.C.A. Recipe Book, Second in New Series

Make Salads 15 Wonderful Ways, the second in a series of recipe leaflets for homemakers, was issued this week by the N.C.A. Consumer Service Division. It presents 15 recipes using canned foods in making salads, plus recipes for a variety of salad dressings.

The leaflet contains recipes for light or hearty salads to serve with meals, salads for parties, dessert salads, and hearty main course salads. Included are mixed, arranged, molded and frozen salads.

In addition to the wide variety of canned foods used in the salads the leaflet asks the reader to "Check your market for ready-to-serve canned tomato aspie, potato salad, spiced fruits, pickled beets and other foods to dress and serve on salad greens," as well as canned combinations of salad fruits and mixed vegetables to use in salads.

Others to follow the salad leaflet and the previously distributed casserole recipe leaflet will be on vegetables, desserts, and party foods and snacks. All are being nationally distributed to food leaders including magazine and newspaper food editors, radio and television women, business home economists, and nutritionists.

The recipes were developed by Gloria Hansen, test kitchens home economist, followed by a taste-test sampling in the N.C.A. test kitchens. The photographs used were set up and taken in the test kitchens.

Canned Pink Grapefruit Juice

USDA has issued a marketing research report on canned grapefruit juice made from the red variety of fruit. Copies of the report, *Consumer Acceptance of Pulp-Fortified and Unfortified Grapefruit Juices from Red and White Fruit* (MRR 398), may be obtained from the Office of Information, USDA, Washington 25, D. C.

Labor Committees Continue Study of Wage-Hour Bills Curtauling Canning Industry Exemptions from Overtime

The House and Senate Labor Committees met in executive session this week to consider proposals to amend the Fair Labor Standards Act. Both Committees are working on draft bills that would drastically curtail the canning industry's exemptions from penalty overtime.

The proposals before both the House and Senate Committees would cut the exemptions available to fruit and vegetable processors in half. The House proposal would do this in two stages by reducing the present exemptions in Sections 7(b)(3) and 7(c) to 10 weeks each during the first year and to 7 weeks each thereafter. The Senate proposal would combine the two exemptions into a single limited exemption of 12 hours a day or 56 hours a week for 20 weeks during the first year and to 14 weeks thereafter.

The Senate Committee has departed from its previously-announced position with respect to the fish canning exemption and has agreed to leave that exemption in Section 13(b)(4) unchanged.

Canned Foods Contest Winner Back from Hollywood Award Trip; Other Prizes Being Distributed to 100 Runners-Up

The National Canned Foods Contest, conducted by *Modern Romances* magazine as part of the N.C.A. Consumer and Trade Relations Program, has been completed. The national winner was Mrs. Thomas E. Vertin, of Mt. Clemens, Mich., young mother of four girls and two boys, from age 1 to 11. She was judged top winner on the basis of her replies to questions about canned foods quality, convenience, nutritive values and other advantages.

Her first prize consisted of an expense-paid trip to Hollywood May 22 to 27, courtesy of Dell Publishing Company, for herself and husband. While there the Vertins visited famous restaurants, Disneyland, the movie studios, and appeared on the TV program "About Faces" on the ABC network. Charles W. Gardiner, president of XLNT Food Products, Inc., and member of the N.C.A. Board of Directors, welcomed the Vertins at the airport on behalf of N.C.A., and a visit to his plant was one of the features of their tour. They had interviews with Bing Crosby, Ernie Kovacs, Mort Sahl, John Russell, Peter Brown, Jeanne Crain, and

Louella Parsons, the filmland commentator, who carried an item in her widely syndicated column. In these various public appearances, Mrs. Vertin talked about N.C.A., the contest, and the boon canned foods are to a busy homemaker.

In addition to her trip Mrs. Vertin was awarded a prize of 100 assorted canned foods. These were presented to her, on behalf of the canning industry, by Robert L. Hutchinson, vice president of Michigan Fruit Canners, Inc., and president of the Michigan Canners and Freezers Association, with suitable press photos for Detroit and nearby local Michigan papers.

From some 5,000 nationwide contestants, 100 second place runner-up winners also were selected by the *Modern Romances* contest judges, and the prize for each was 100 cans and jars of assorted foods. With the help of the secretaries of state and regional associations, the N.C.A. established 10 depots in various parts of the country to receive contributions of canned foods from Association members, and to repack them in a specially designed shipping case provided

by Owens-Illinois. Printed in blue and red on a white kraft background, the prize packages bear the legend "Nature's Best Is Better Canned." Altogether, 10,100 assorted cans and jars provided by N.C.A. members were handled by the 10 depots, and are now being delivered to the winners. The details of which shipments should go to which depots were worked out by the staffs of the N.C.A. Information Division and Dudley-Anderson-Yutzy, public relations counsel for the C.&T.R. Program.

Special arrangements were made for local publicity. Press action photos were taken of the state secretaries and individual canners who engaged in the repackaging assignment, and of the presentation of the prizes for nearby local papers in each case.

In addition to the March feature story in *Modern Romance*, which devoted several pages to canned foods, including its announcement of contest details, the magazine published a bulletin in its July issue announcing the national winner. Future issues will carry pictures and stories about her Hollywood public appearances, will publish the names of the 100 runner-up winners, and will carry a summary feature on the contest in a fall issue. Other publicity will be furnished in the motion picture magazines published by Dell.

William H. Ritter

William H. Ritter, Jr., 60, president and treasurer of the P. J. Ritter Company, died June 3, at his Bridgeton, N. J., home following a brief illness.

A third generation canner, head of a firm founded 106 years ago, Mr. Ritter was well-known in food circles as a successful food business executive and for activity with his state and national trade associations.

During his career he served N.C.A. as secretary of the former Dry Bean Section, 1939-41, and chairman of the Section 1942-44. In those earlier times this office made him automatically a vice president of N.C.A. Also he gave 10 years of service to N.C.A. as a member of the Adjustment Committee for Maryland, New Jersey, Delaware, Pennsylvania and Virginia, and in 1946 was a member of the Sugar Advisory Committee to the N.C.A. Planning Committee.

He had served as president of the New Jersey Canners Association and as a member of the legislative committee of the Tri-State Packers' Association. He was on the board of directors of the Grocery Manufacturers

of America where he also served as a member of the employee relations committee.

He gained international prominence in the field of labor management relations. Rutgers University published a text book based on the Ritter labor management program. The American Federation of Labor also adopted the Ritter program of mutual trust as a guide for union business agents in the conduct of proper labor management relations.

Mr. Ritter was a pioneer in the now widely accepted policy of industry to encourage its executives to take part in public affairs.

Canned Foods, Sandwiches Theme of Inland Promotion

Details of a special promotion by the Inland Steel Company involving canned foods were mailed to N.C.A. members on June 6. As explained in an accompanying letter from Executive Secretary Carlos Campbell, the Inland promotion ties in with National Sandwich Month in August, and the promotion literature stresses how canned foods and sandwiches go together for easy summer meals.

The mailing included inserts of their grocery and consumer advertisements, a summary of the campaign, and an order blank offering members an opportunity to obtain prepared point-of-sale material from Inland with which to tie into the campaign. The pieces offered are colorful self-talkers, including one on sandwiches and canned fruits, sandwiches and canned vegetables, with canned soup, with canned meat, with canned soft drinks, and one left blank to enable the canner to choose his own related product to go with sandwiches; two sizes of colored posters; and reprints of a four-color full-page insert on "go-together" sandwich and canned food ideas, scheduled for appearance in the July 30 issue of *TV Guide* magazine. It was urged that members order promptly since the demand could surpass the immediate supply.

Mr. Campbell stated that "this combination of attractive and powerful advertisements in big-circulation consumer and grocery journals, with in-store merchandising materials, constitutes an opportunity for increased canned foods sales too good to miss. Even those canners of products that do not appear in the literature have an opportunity since the drive is not limited to the products designated. Some thought and initiative on the part of individual canners could bring them dividends."

N.C.A. Opposes Antitrust Exemption for Fishery Co-ops

The N.C.A. on June 9 filed a statement with a subcommittee of the House Committee on Merchant Marine and Fisheries opposing the bill, H.R. 2777, to amend the Fisheries Cooperative Marketing Act. The bill would exempt fisheries cooperatives from the antitrust laws.

The N.C.A. pointed out that the Fisheries Cooperative Marketing Act is virtually identical with the Capper-Volstead Act and that fishermen therefore enjoy the same statutory privileges as do farmers with regard to their right to form and become members of marketing cooperative associations.

MILK PRODUCERS DECISION

In a recent decision (*Maryland and Virginia Milk Producers Association, Inc. v. United States*) the Supreme Court made clear that the philosophy of the Capper-Volstead Act "was simply that individual farmers should be given, through agricultural cooperatives acting as entities, the same unified competitive advantage—and responsibility—available to businessmen acting through corporations as entities."

The Court went on to say that the Act does "not suggest a congressional desire to vest cooperatives with unrestricted power to restrain trade or to achieve monopoly by preying on independent producers, processors or dealers intent on carrying on their own businesses in their own legitimate way." The Court concluded that the Capper-Volstead Act "did not leave cooperatives free to engage in practices against other persons in order to monopolize trade, or restrain and suppress competition with the cooperative."

The N.C.A. pointed out that H.R. 2777 would in effect reverse this Su-

MSSA Requirements for Canned Sour Cherries

Tentative requirements for canned red sour cherries from the 1960 crop to meet the needs of the armed services were announced June 6 by the MSSA. Procurement will be made by the Headquarters, Chicago region, MSSA, 226 W. Jackson Blvd., Chicago 6, Ill.

Tentative requirements are for 4,300,000 pounds of Grade A cherries in No. 303 and No. 10 cans.

preme Court decision insofar as it applies to fishery cooperatives by granting to such associations and each of their members a complete exemption from the antitrust laws.

If enacted, the proposed legislation would enable fishery cooperatives and their members to use any means to achieve their desired ends, subject only to a provision in the present law that authorizes the Secretary of the Interior to take action if the effect of the activities of an association is to enhance prices unduly. It was pointed out that an individual fisherman could obtain complete antitrust immunity merely by joining a cooperative association.

There is no objection to fishermen associating together in a cooperative marketing association for legitimate business purposes, N.C.A. said, but to grant an unlimited antitrust exemption "would be an outright contradiction of every principle of free enterprise and fair play."

Subsidy for Fishing Vessels

Congress has completed action on legislation providing for federal subsidies for fishing vessels to be constructed in U.S. shipyards and to be operated in the U.S. fisheries.

The legislation authorizes the Secretary of the Interior to subsidize the cost of constructing a new fishing vessel to the extent of the difference between the actual cost in a U.S. shipyard and the estimated cost of the same vessel in a foreign shipbuilding center which is regarded by the Maritime Administrator as representative. The amount of the subsidy will be limited to no more than one-third of that difference in cost. The legislation authorizes Congress to appropriate \$2.5 million annually for this program.

The construction differential subsidy will be available only to U.S. citizens in a fishery which has been injured or is threatened by injury by imports.

Poultry Used in Processing

(Agricultural Marketing Service of USDA)

	Jan.-April 1959	1960 (thousands of pounds)
Young chickens.....	15,908	23,508
Mature chickens.....	50,372	63,331
Turkeys.....	23,951	23,131
Other poultry.....	31	37
Total, Jan.-April.....	90,262	110,007

1959-60 Packs of Apples, Applesauce, and Apple Juice (N.C.A. Division of Statistics)

APPLES

State	1958-59 (basis 6/10)	1959-60
New York.....	1,036,043	846,925
Md., Pa., and Va.....	2,019,160	2,524,968
Wash., Ore., and Idaho..	377,503	301,868
California.....	123,692	198,515
Other states.....	62,734	161,492
U. S. Total.....	3,639,132	4,033,768

The 1959-60 pack of apples amounted to 4,364,488 actual cases compared with 3,963,275 cases in 1958-59. Other states include Colo., Maine, Mich., and Wis.

APPLESAUCE

State	1958-59 (actual cases)	1959-60
New York.....	4,645,483	4,736,722
Md., Pa., and Va.....	7,326,691	8,404,589
Wash., Ore., and Idaho..	204,974	338,218
California.....	2,528,025	2,486,696
Other states.....	1,297,728	1,274,975
U. S. Total.....	16,002,901	17,240,300

The 1959-60 pack of applesauce amounted to 11,367,664 standard cases, basis 24/2½, compared with 10,394,589 cases in 1958-59. Other states include Maine, Mich., Tenn., and Wis.

APPLE JUICE

State	1958-59 (actual cases)	1959-60
Pa. and Va.....	1,448,254	1,799,254
Michigan.....	995,505	1,082,477
California.....	709,011	1,220,831
Other states.....	2,193,428	2,666,685
U. S. Total.....	5,346,198	6,769,247

The 1959-60 pack of apple juice amounted to 6,557,832 standard cases, basis 24/2, compared with 5,230,421 cases in 1958-59. Other states include Idaho, Maine, Mass., Mo., N. Y., Ohio, Ore., Wash., and Wis.

Concentrated Tomato Juice Grades

Notice is given in the *Federal Register* of June 2 that the Agricultural Marketing Service of USDA proposes to issue U. S. standards for grades of concentrated tomato juice.

Grades would be determined after the product is reconstituted, utilizing the factors of color, consistency, defects, and flavor. Grades would be A (Fancy), C (Standard), or Sub-standard.

Written views and comments on the proposed standards for grade may be submitted until July 5 to the Processed Products Standardization and Inspection Branch, Fruit and Vegetable Division, Agricultural Marketing Service, USDA, Washington 25, D. C.

FDA Hearing on Standards for Jams and Jellies

The FDA announced in the *Federal Register* of June 4 that a public hearing in connection with standards of identity for fruit jams and jellies will be held in Washington starting July 5.

There will be two phases to the hearing. In the first, objections to the order establishing standards for artificially sweetened fruit jellies and fruit preserves or jams will be considered, and, in the second, objections to the order amending the standard for fruit jellies to permit artificial red coloring in cinnamon-flavored apple and/or crabapple jelly will be considered.

Objections had been filed to both orders following their publication last year, and a public hearing had been requested in connection with each. The FDA will hold one hearing on the objections.

Canned Sweet Cherry Grades

Notice is given in the *Federal Register* of June 2 that the Agricultural Marketing Service of USDA proposes to amend the U. S. standards for grades of canned sweet cherries.

The amendment would make slight changes in recommended drained weights in No. 10 cans. Minimum drained weight in No. 10 cans would be lowered from 66 to 64½ ounces for cherries packed in extra heavy syrup or dietetic packs, and from 68 to 66½ ounces for cherries packed in heavy syrup.

These drained weights apply to both light and dark sweet cherries and to both pitted and unpitted styles.

Written views and comments may be submitted until July 5 to the Processed Products Standardization and Inspection Branch, Fruit and Vegetable Div., Agricultural Marketing Service, USDA, Washington 25, D. C.

Grades for Fruits for Salad

The Agricultural Marketing Service of USDA has amended the U. S. standards for grades of canned fruits for salad.

For Grade A, fruits are to be in such proportions that equal number of servings per container may be expected. For Grade B, fruits may be irregular size and count.

The revision was published in the *Federal Register* of June 4.

Canned Foods Unaffected by Fallout, Declares Flemming

The statement that fallout does not affect canned foods was made by Arthur S. Flemming, Secretary of Health, Education, and Welfare, on the Dave Garroway show, "Today," on the NBC-TV network, May 23.

The program which has an estimated listening audience of over 4 million, featured an interview between Secretary Flemming and Governor Leo A. Hoegh, Director of Civilian and Defense Mobilization. "Food that has been processed, that is packaged or in cans, is of course protected, and therefore would not be spoiled by radioactive fallout. Of course, you must wash the can or dust off before you open it and eat it," Dr. Flemming stated. He further stated that once in the cans, the food cannot be contaminated when exposed to fallout.

His statements were based on the findings of the study made at the Nevada Test Site in 1955, when the N.C.A. participated with the Federal Civil Defense Administration and the Food and Drug Administration on studies of canned foods exposed to the effects of nuclear blasts.

Truck Carrier Publications Salute Canning Importance

A special salute to the canning industry was made in the April-May issue of *Suburbanews*, a bi-monthly journal reaching more than 15,000 users of motor freight facilities, principally in the six-state area of Illinois, Indiana, Kentucky, Ohio, Michigan and West Virginia but with connecting services in 41 other states.

The publication told the story of the birth of canning and can-making, using special drawings as illustrations, both on the front cover and on inside pages. Editorial material furnished under the Consumer and Trade Relations Program by Dudley-Anderson-Yutzy, the N.C.A. Information Division, and the Can Manufacturers Institute, was used as the basis for the special story, but the editors of *Suburbanews* gave the feature their own individual treatment.

Not only is history covered, but the significance to world civilization of the introduction of canned foods, as well as the growth and present economic importance of the industry and its products.

Inspired by this feature, the Common Carrier Conference, which functions for motor common carriers nationally under auspices of the Ameri-

can Trucking Associations, suggested to each of its 100 publications that the canned foods birthday be similarly featured in their respective publications. The Conference supplied its list of publications with reprints of the article "Canning: How It All Began" as reproduced in *Good Packaging* magazine and *The Pennsylvania Packer*, and pointed out that this material could easily be reworked by the respective carrier publication editors, tied into the transportation performed for canners, packers, etc. in the specific territory. Carrier journals that take this suggestion will thus disseminate the canning story into many areas of readership that would not normally be reached.

Farm Journal

Betty Gregory, food staff writer, featured canned foods in her article, "Main dishes in 20 minutes," in the June issue of *Farm Journal* magazine.

Miss Gregory says, "The next afternoon you get in the kitchen late, tie on your apron and tackle one of these hearty main dishes for supper. We guarantee they'll take you just 20 minutes—or less, a fact you'll appreciate on hot days.

"Ingredients for the recipes below are the kind you may want to get in the habit of keeping on your shelves and in your freezer."

The first recipe, Hamburger Shortcake Ring, uses condensed cream of celery soup and ketchup. Bean and Corn Bake, a dish as "colorful as confetti," uses canned baked beans and Mexicorn. Variations for this recipe suggest substituting ingredients with

canned pineapple chunks, lima beans, or kidney beans. The third, Sausage-Apple Skillet, uses canned pie-sliced apples.

The article is attractively illustrated with a black and white photograph of the Hamburger Shortcake Ring.

Meats for U. S. Agencies

The Military Subsistence Supply Agency in Chicago has announced that after June 30 it will include a new contract clause in contracts for foods derived from livestock products, in which contractors will be required to stipulate that the livestock was slaughtered according to methods approved by the USDA pursuant to the Humane Slaughter Law.

The words "livestock products" are defined by MSSA to mean any article of food which is derived or prepared from any portion of any cattle, calf, swine, sheep, goat, horse, or mule, except that supplies consisting of no more than 5 percent of meat by weight are not included in that definition.

The humane slaughter provision will not be required in contracts for \$2,500 or less.

Also, in order to remain on the MSSA mailing list of potential suppliers, each contractor is required to submit a signed statement now to each MSSA Regional Office with which it desires to contract.

The MSSA policy was announced in Headquarters Notice No. 20(60) dated 1 June 1960.

The Humane Slaughter Law will go into effect after June 30 (see INFORMATION LETTER of Feb. 27, page 89).

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